

DeLacy's French Hair Tonic



It restores gray hair to its original color.
It is perfectly harmless and in no sense a dye.
It is a perfect dandruff eradicator.
It stops hair falling in one to two days.
It nourishes the roots and promotes thick growth.
It renders the hair soft, silky and glossy.
It is not greasy nor sticky and does not stain.
Your money back if it fails—can you ask more?

De Lacy's French Hair Tonic is prepared from the formula of Dr. De Lacy, a celebrated physician of Paris, France, where it has been used with the greatest success for many years. The De Lacy Chemical Co. of St. Louis own the sole right to manufacture and sell De Lacy's French Hair Tonic in America. We sell it under a positive guarantee to restore gray hair to its original natural color, to stop hair falling out, to eradicate and completely cure dandruff and to promote a vigorous, luxuriant growth of hair. We have on file thousands of testimonials from persons in all parts of the country who have found De Lacy's French Hair Tonic to do all and even more than we claim for it. We have never heard of a single failure—**IT NEVER FAILS.**

We cannot emphasize too strongly the fact that De Lacy's French Hair Tonic is not a dye. If it was a dye, it would dye only one color, but De Lacy's French Hair Tonic restores black hair to black, brown hair to brown, auburn to auburn, etc. It does this by direct action on the roots of the hair, nourishing and restoring them to youthful vigor. Again, hair dyes are sticky, greasy and generally unpleasant to use, but De Lacy's French Hair Tonic is not sticky, not greasy and positively will not stain nor injure the scalp. On the contrary, it has a very beneficial effect on the scalp, leaving it in a perfectly clean, cool, healthful condition, entirely free from dandruff—**IT NEVER FAILS.**



No More Gray Hairs

Read What St. Louis People Say About De Lacy's French Hair Tonic.

Mrs. Maimie E. Collins writes that as a result of De Lacy's Hair Tonic she now has a most luxuriant growth of hair. See the accompanying photograph.

De Lacy Chemical Co., St. Louis, Mo.

Gentlemen—I feel that I would be wanting in gratitude if I failed to acknowledge the benefit I have received from De Lacy's French Hair Tonic. It has certainly accomplished wonders in my case. I am now in perfect health and have a most luxuriant growth of hair. I will be more than pleased to assist all my sisters of humanity to gain such results as I have by the use of your tonic, and hence you have my permission to make use of this letter in any way you see fit. MRS. MAIMIE E. COLLINS, 2014 Victor street.

Mrs. S. M. Bolms, a well-known St. Louis lady of 4369 Maryland ave., says: "De Lacy's French Hair Tonic is a wonderful remedy for restoring gray hair."

I have used your "DE LACY'S FRENCH HAIR TONIC" for restoring gray hair, and it certainly did the work nicely for me, and I also of many of my friends, both ladies and gentlemen, who have used it with equal success, and all speak of it in the highest terms. It also stopped my hair falling, which was coming out quite lively. I have succeeded in ridding my hair entirely of dandruff with De Lacy's wonderful tonic. It is a splendid preparation and leaves the hair in a smooth and elegant condition. Most respectfully, MRS. S. M. BOLMS.

Mrs. John Crouch of 4542 Morgan st. is the wife of John Crouch, who is one of the oldest and best-known wholesale drug men in the West. Mrs. Crouch, in speaking of De Lacy's French Hair Tonic, says:

I, like most druggists' and doctors' wives, have always been a little skeptical, but I must say that I am more than pleased with De Lacy's French Hair Tonic, and have not only used it myself with splendid results, but have recommended it to a great many of my lady friends. I can speak from actual use when I say that it is all that is claimed for it. It not only does the work, but leaves the hair in such a fine, soft, velvety condition that it is a most delightful tonic and dressing. Most respectfully, MRS. JOHN CROUCH, 4542 Morgan street.



Mrs. Maimie E. Collins.

Railroad Men Lose Positions Solely on Account of Gray Hair.

St. Louis Department Store Discharges Twenty-five Men for the Same Reason.

It is a positive fact in these days of fierce competition that gray hair is not only a great handicap to men looking for employment, but quite recently one of the prominent railroads discharged over sixty of its old employees solely because of gray hair, and filled their places with younger and probably less capable men. Right in St. Louis a department store let out 25 men at one time for the same reason. In view of such conditions it is gratifying to know that gray hairs are no longer necessary, as De Lacy's French Hair Tonic will positively restore gray hair to its original color and at the same time cause it to grow luxuriantly as in youth. Read the following letter written by Prof. Perkins, for over 20 years head of the great commercial college of Perkins & Hessel, located in the Lincoln Trust building, and recognized as the leading institution of the kind in the West.

St. Louis, Mo., Nov. 9th, 1902.

De Lacy Chemical Co., St. Louis, Mo.

Gentlemen—I have used De Lacy's Hair Tonic with most gratifying results. I can vouch for your statement that "it really does restore gray hair to its natural color." It not only did the work for me, but I know personally of any number of my friends whose hair was almost white, who used two or three bottles, and it entirely brought the gray hairs back to the original color, the same as it did for me. As a cure for dandruff your remedy is certainly a perfect success, for I was troubled very badly with dandruff before using De Lacy's Tonic, but to-day there is not a trace. I like it because it does all that you claim, and is neither sticky nor greasy, but, on the other hand, leaves the hair in a fine, soft, smooth condition, and I do not hesitate to lend to De Lacy's Hair Tonic my most hearty indorsement, as it is certainly a remedy of wonderful merit. Sincerely yours very truly, H. C. PERKINS.

No More Dandruff

Nearly everybody in St. Louis is acquainted with Mr. ALBERT A. AAL, Cloak Merchant, 515 Locust street, who also enjoys the additional distinction of having his name appear first in the St. Louis City Directory. Read what Mr. AAL has to say about De Lacy's French Hair Tonic:

St. Louis, Mo., Sept. 1, 1903.

De Lacy Chemical Company:

Gentlemen—I have been so strongly opposed to all kinds of Hair Preparations that the fact of my sending you this letter, unsolicited, is a guarantee of the great efficiency of your wonderful remedy.

I have been in business in the city of St. Louis during the past twenty years, and have, on various occasions, been requested to try certain remedies for my hair. A short time ago my barber remarked that my hair was turning very gray and that my head contained considerable dandruff. He positively asserted he had an infallible and, at the same time, a harmless cure for gray hair and dandruff, and said he would be willing to lose my custom if he could not cure me. I allowed him to make the applications and was both gratified and astonished at the quick results. I asked him what he had used. He replied, "It was De Lacy's French Hair Tonic and their Shampoo or Scalp Cleaner."

In view of the above facts I can conscientiously recommend their wonderful preparations to those desiring a harmless hair restorer. I am willing to stake my reputation as to its absolute efficiency.

I predict for it the largest sale of any hair preparation on the market, as merit will assert itself. It's only a question of time. Gentlemen, I send you this letter with my permission to allow you to use me as reference. I am the first name in the St. Louis City Directory, have been during the past twenty years, consequently am easily located.

With kindest wishes for the future success of your wonderful preparation, I am,

Very truly, ALBERT A. AAL.



Sincerely yours, Albert A. Aal.

Read What Prominent St. Louis Druggists

Say About De Lacy's French Hair Tonic.

THEO. F. HAGENOW, 1500 Chouteau Avenue.

If I were to tell you half the good things my customers have to say about De Lacy's French Hair Tonic I might be accused of exaggeration, but constantly increasing sales are the best evidence of merit.

RABOTEAU & CO., 700 North Broadway.

Since we first sold De Lacy's French Hair Tonic, over six years ago, our sales have steadily increased—the best evidence of its merit. Our customers, without exception, praise it highly.

JOS. MASERANG, 2737 Washington Avenue.

We hear many expressions of satisfaction from our customers regarding De Lacy's French Hair Tonic, and we sell more of it every year.

WOLFF-WILSON DRUG CO., Sixth and Washington.

We have handled De Lacy's French Hair Tonic for years. We sell more of it than of any other hair preparation and it never fails to give satisfaction.

FRICKE-HAHN DRUG CO., Nineteenth and Madison.

De Lacy's French Hair Tonic is on sale in each of our ten stores throughout the city. We consider it a preparation of unusual merit.

ALF. W. PAULEY, Fourteenth and Madison.

De Lacy's French Hair Tonic is unquestionably the best hair tonic on the market. Our customers testify that it does all you claim for it.

DeLacy's French Hair Tonic

Is for sale by all good druggists everywhere. If you cannot get it at your druggist's, send \$1.00 for one bottle or \$5.00 for six bottles and we will send it, express prepaid, to any part of the United States.

DE LACY CHEMICAL CO., ST. LOUIS, MO.

Mr. Thomas Vincent Farrell is president of "The General Detective Service Company," with offices in the Holland Building. Surely no stronger indorsement of De Lacy's French Hair Tonic could be made than is contained in the clear, concise and convincing statement of Mr. Farrell, given below:

St. Louis, Oct. 24, 1903.

De Lacy Chemical Company:

Gentlemen—For the past several years I have been troubled so seriously with dandruff and my hair falling out that I had about come to the conclusion that I was soon to be perfectly bald. My hair came out almost by the handfuls and I had dandruff so bad that I not only suffered from the terrific itching, but was actually ashamed to go out in society on account of it covering my coat and keeping it white. I tried a dozen or more well-known so-called cures for these troubles, but all failed. I also consulted a physician, with no results.

I spent an evening with an old friend a short time ago who asked me to try De Lacy's Hair Tonic. I acted on his advice, and before I finished my second bottle I was both gratified and astonished at the wonderful results, as my hair was entirely free from dandruff and not a hair falling out. Although I had only a few hairs that were streaked with gray, De Lacy's Tonic brought them back to their old-time color.

I now have a fine, heavy head of hair, which is very soft and smooth, and certainly owe the results to your wonderful remedy. I would not be without it if it cost \$20 a bottle, as I now use it as a dressing and tonic with more than excellent results.

Gentlemen, I cheerfully write you this letter of facts with my permission to use me as reference, and, although I am a very busy man, I am never too busy to speak a good word for De Lacy's Hair Tonic, and will gladly answer any questions at my office in the Holland Building, which is on Seventh street between Olive and Pine streets.

With best wishes for the success of your wonderful preparation, believe me, Yours very truly, THOMAS VINCENT FARRELL.



Sincerely yours, Thomas Vincent Farrell.

No More Falling Hairs